



NEWS RELEASE

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Burbank-Based Photo-Sonics, Inc. Is Prime Contractor of the Year

Motion Analysis and Photo Tech Specialty Company Wins Prestigious SBA Award

Even Wiley Coyote would be excited to know that Photo-Sonics, Inc. can trace its roots back to the 1920s and its predecessor company Acme Tool and Manufacturing. This Roaring Twenties entity also established relationships with Walt and Roy Disney which helped gain a foothold into what was then the new field of animation with a particular demand for innovative cameras and concomitant cinematic applications. In the 1950s, Photo-Sonics placed its focus on photo-optical implementation. Today, its specialization is in high-speed camera systems, optical tracking systems, and photo-optical instrumentation products. With its ongoing evolution and growing expertise in Airborne Video and Gun Mount technology, the company has gone from Hollywood to the Military.

To foster endeavors in the Military area, Photo-Sonics sought the resources of the SBA's electronic database of Federal Procurement information. This system, which was recently updated and now available at <http://www.ccr.gov>, is specifically geared toward helping government and private sector contracting officers locate qualified vendors. The company provided a business profile, a statement of deliverables, and other pertinent information which was then posted on the systems database to be accessed by interested contractors. Through this process Photo-Sonics has been pleased to have garnered significant contract related business.

The success of Photo-Sonics over the three generations, during which it has been involved with gun cameras and tracking mounts is ascribed to the firm's commitment to "do it right" and the steadfast tenacity to scrutinize each and every detail to insure that their client receives the optimum quality in products and services provided. This philosophy was manifested recently when Photo-Sonics was invited to rectify a problem related to the Heads Up Display (HUD) camera system for the Navy's AV8B Jet. Rather than pass off existing glitches as the responsibility of the original contract recipient, Photo-Sonics absorbed all necessary costs and took advantage of this challenge to showcase its expertise. The Navy was so impressed with the company's sense of urgency and commitment to excellence that the Naval Inventory Control Point Office nominated Photo-Sonics for the Prime Contractor of the Year Award. This award is usually given to an entity that displays outstanding technical ability in effectively allocating resources to complete contractual obligations on a timely basis while excelling in quality, delivery and cost control.

A panel consisting of members of the SBA Office of Government Contracting reviewed the nominations and narrowed the nominees into a cadre of finalists. From the final group Photo-Sonics was selected as the winner.

Los Angeles SBA District Director Alberto G. Alvarado, recently in Orlando, Florida to attend SBA Expo '04, the Agency's three-day conference celebrating National Small Business Week, had the opportunity to personally congratulate Photo-Sonics, Inc. Vice President of Operations Philip Kiel on his company winning the prestigious award. Director Alvarado praised the success of Photo-Sonics, stating, "This Company has had a consistent commitment to excellence. Its business vocabulary lacks the term "short-cut", especially in the same context as quality. In short, Photo-Sonics epitomizes all that is right with American ingenuity, resourcefulness, and creativity. It deserves all our praise and has earned its recognition as SBA Region IX Prime Contractor of 2004."

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